



Department of Defense

AD-A269 369 INSTRUCTION



ASD(FM&P)  
697-9267

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May 28, 1991  
NUMBER 1304.8

ASD(FM&P)

SUBJECT: Military Personnel Procurement Resources Report

- References:
- (a) DoD Instruction 1304.8, "Military Personnel Procurement Resources Report," August 18, 1987 (hereby canceled)
  - (b) "Office of the Secretary of Defense, Operation and Maintenance Overview," annual edition
  - (c) Title 38, United States Code, "Veterans' Benefits, As Amended through December 30, 198 and Related Material", January 30, 1989, Chapter 30

A. REISSUANCE AND PURPOSE

This Instruction:

1. Reissues reference (a).
2. Updates policy, responsibilities, and procedures for reporting of the Services' recruiting resource data.
  - a. That information is required for preparation of congressional testimony by the Assistant Secretary of Defense (Force Management and Personnel) (ASD(FM&P)) and the Assistant Secretary of Defense (Reserve Affairs) (ASD(RA)) to respond to correspondence from congressional committees on DoD resource requests for military personnel recruiting, advertising, and examining programs.
  - b. Information reported has become the basis for congressional review of DoD military personnel procurement programs and establishment of financial limitations on those programs.
  - c. The need for such standardization has been noted by the General Accounting Office (GAO) and the Congress.
3. Designates the Secretary of the Army as the DoD Executive Agent for the U.S. Military Entrance Processing Command (MEPCOM).

B. APPLICABILITY

This Instruction applies to the Office of the Secretary of Defense and the Military Departments (including their Reserve Components and National Guard). The term "Military Services," as used herein, refers to the Army, the Navy, the Air Force, and the Marine Corps.

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Approved for public release  
Distribution Statement  
UNCLASSIFIED

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C. DEFINITIONS

Terms used in this Instruction are defined in enclosure 1.

D. POLICY

It is DoD policy to use the most cost-effective resources in the recruitment of new military personnel. To support the planning, programing, budgeting, and program and/or budget execution process, the Services shall report accurate, consistent, and complete information. Resources reported by the Services shall be consolidated with joint programs (recruitment advertising, market research, and facilities leasing) to produce the official DoD recruiting and advertising budget.

E. RESPONSIBILITIES

1. The Assistant Secretary of Defense (Force Management and Personnel) shall:

a. Administer this Instruction through a request for bi-annual submission of resource reports from the Military Departments by February 15 and September 15.

b. Ensure that the Military Departments comply with requirements through certification of inputs for consistency and completeness.

c. Provide additional guidance and/or clarification to the Military Services as necessary for their data submissions.

2. The Secretaries of the Military Departments shall:

a. Develop an organization capability to collect, maintain, and submit on specified formats information on the recruiting and advertising programs for the active force and the Reserve Components. The Army, as Executive Agent for the U.S. MEPCOM, shall submit data on examining resources using specified formats in enclosures 9 and 10. All Services shall provide to the Department of the Army applicable information as needed to fulfill the requirement for personnel data assigned to MEPCOM.

b. Designate a focal point responsible for transmitting the requested information to the Office of the ASD(FM&P) (OASD(FM&P)). The office so designated shall identify a liaison to provide clarification or explanation of data, if necessary.

c. Furnish, on request, to the OASD(FM&P) the completed forms contained in this Instruction.

d. Coordinate with the ASD(RA) on data about the National Guard and the Reserve components.

F. PROCEDURES

1. General. All resource information applicable to enlisted and officer (including medical officer) personnel procurement for the active force and the Reserve components, defrayed under any DoD appropriation, is to be reported on an actual or estimated basis. Resources to be reported are those funded under the Military Personnel Account (all Service personnel, bonuses, and college fund escrows), Operation and Maintenance (O&M) funds for supplies, equipment, and facilities to include items provided on a reimbursable or nonreimbursable basis by another organizational segment of the reporting Service, and Procurement items (computers, machinery, etc.).

2. Reporting and Record Keeping. Minimum reporting and record keeping requirements for personnel procurement costs shall be as follows:

a. The Army, the Navy, the Air Force, and the Marine Corps shall submit biannually individual reports for the active force and the Reserve components on costs and budgets of the following programs:

- (1) Enlisted.
- (2) Officer.
- (3) Medical (officers only).

b. Reports developed for the OASD(FM&P) shall be consistent with data in the President's budget request and information in the Comptroller, DoD publication (reference (b)). All costs shown on the specified formats shall be in current dollars for each FY addressed.

(1) For the February 15 requirement, the Services shall submit data to cover 4 FYs:

- (a) The previous FY finished (actual).
- (b) The current FY.
- (c) The budgets for the 2 forthcoming FYs.

(2) For the September 15 requirement, the Services shall submit data to cover 3 FYs:

- (a) The current FY.
- (b) The budgets for the 2 forthcoming FYs.

(3) As specified on the formats, the following two estimates shall be provided for the current FY:

(a) The current amounts appropriated by the Congress.

(b) The Services' best estimate consistent with the latest President's budget. If actual current estimates differ from latest President's budget, then explain in footnote.

c. For each format in enclosures 2 through 10, fill in headings identifying the active or Reserve component (enlisted, officer, or medical) program, date prepared, and FYs reported.

d. Projected and/or estimated inflation rates used in the computation of military pay, civilian pay, and the O&M shall be those in the Budget Guidance Memorandum written by the Deputy Comptroller for Plans and Systems, Office of the Comptroller, DoD.

e. Costs incurred in the conduct of different programs and consolidated under a single budget item should be separated for reporting on the applicable formats. For example, if officer and enlisted program support are accounted for under one budget element (i.e., communications or vehicles), they should be allocated or prorated between the two programs and reported on separate formats under the same headings. A prorated or allocated cost between programs should be shown with an asterisk denoting that the cost is an estimate rather than a specific amount for which records are kept.

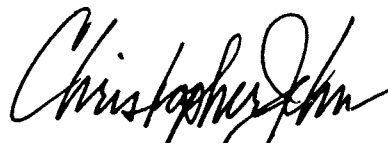
f. Each Service (to include the Reserve components) should submit only those formats for which manpower or funds have been committed to an active or Reserve component military personnel procurement program. Officer program resources should be reported by the branch and/or component in which the recruiting officer serves. Specifically, the cost of procuring officers for the Reserve Officer Training Corps (ROTC) should be identified and attributed to that recruiting program.

#### G. INFORMATION REQUIREMENTS

The biannual reporting requirements for the "Military Personnel Procurement Resources Report" in paragraph F.2.a., above, has been assigned Report Control Symbol DD-FM&P(SA)946.

#### H. EFFECTIVE DATE AND IMPLEMENTATION

This Instruction is effective immediately. Forward one copy of implementing documents to the Assistant Secretary of Defense (Force Management and Personnel) within 60 days.



Assistant Secretary of Defense  
(Force Management and Personnel)

Enclosures - 10  
1. Definitions

May 28, 91  
1304.8

2. Completion Instructions for DD Form 804, OCT 90, "Recruiting Resources Summary Report (Service/Active, Reserve or National Guard)"
3. Completion Instructions for DD Form 804-1, APR 87, "Enlisted Recruiting Manpower Data (Service/Active, Reserves or National Guard)"
4. Completion Instructions for DD Form 804-2, OCT 90, "Officer Recruiting Manpower Data (Service/Active, Reserves or National Guard)"
5. Completion Instructions for DD Form 804-3, OCT 90, "Medical Recruiting Manpower Data (Service/Active, Reserves or National Guard)"
6. Completion Instructions for DD Form 804-4, APR 87, "Enlisted Recruiting Advertising Resources (Service/Active, Reserves or National Guard)"
7. Completion Instructions for DD Form 804-5, APR 87, "Officer Recruiting Advertising Resources (Service/Active, Reserves or National Guard)"
8. Completion Instructions for DD Form 804-6, APR 87, "Medical Recruiting Advertising Resources (Service/Active, Reserves or National Guard)"
9. Completion Instructions for DD Form 804-7, APR 87, "Enlistment Examining Personnel Data (Service/Active, Reserves or National Guard)"
10. Completion Instructions for DD Form 804-8, APR 87, "Enlistment Examining Support Costs (Service/Active, Reserves or National Guard)"

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Justification .....	
By .....	
Distribution/	
Availability Codes	
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### DEFINITIONS

1. Civilian Pay. O&M funds for direct hire civilian personnel assigned to duties supporting military personnel procurement by program (enlisted, officer, and medical). It includes O&M funds for civilians in the Service recruiting organization and in higher headquarters whose principal functions are to support a specified personnel procurement program.

2. Enlistment, Officer, and Medical Bonuses. For active force enlisted, that resource is the total amount paid to recruits who qualify for payments during the FY. It includes payments to recruits who enlisted in prior FYs (residuals and installments) and the specified FY (new payments). Starting with FY 1990, the Services shall report the total amount budgeted for medical bonuses to officers who are paid this incentive after entering on active duty. For Reserve components that line item is applicable to the enlisted, officer, and medical programs. In addition to new and residual payments for enlistment bonuses, costs for the enlisted program should include new and residual payments for affiliation bonuses, education assistance, student loan repayment, and prior service enlistment bonuses. When applicable to a Reserve Component, costs reported for the Health Professions Medical Officer Program shall consist only of bonuses and loan repayments. Additionally, the active Navy shall include with officer resources the bonuses paid to personnel enrolled in the Naval Reserve Officer Training Corps nuclear program.

3. Military Pay. The total amount of pay and allowances by program (enlisted, officer, and medical) for personnel assigned to permanent duty and for temporary duty (TDY) in support of military personnel procurement. It includes the following:

a. Pay and allowances to military personnel assigned to Service recruiting organizations.

b. Support and administrative personnel at higher headquarters whose principal function is support or management of the specified personnel procurement program.

c. Recruiter aides and/or assistants.

d. Reserve personnel using man-day spaces in support of active recruitment or Reserve recruitment should be reported under the appropriate program.

e. Personnel engaged in the initial and advanced training of recruiters and recruiting managers.

f. Students in initial recruiter training and recruiting management training courses.

For that requirement, military pay of active force personnel should be computed using a standard rate for officers and enlisted based on an average work-year cost. Military pay for the Reserve components may be computed using either force structure pay rates (i.e., numbers times the grade's average pay rate) for assigned personnel or a standard rate for enlisted and officer personnel in the military recruitment program. Reserve personnel performing retention duties and responsibilities should not be included.

4. Recruiting Advertising. O&M funds expended on American national and local recruiting advertising in support of military personnel procurement by program (enlisted, officer, and medical). Those include not only funds expended for media time, but contractor management and production costs (e.g., contractor labor, overhead, and administrative) associated with the acquisition of such media. Additionally, it includes funds expended on promotional materials, advertising research, sales report literature, printed materials, direct mail, and miscellaneous expenditures associated with advertising.

5. Recruiting Support. O&M funds expended in support of military personnel procurement by program (enlisted, officer, and medical). That category is the summation of the following four:

a. Communications. O&M funds expended for all telecommunications costs, incurred on military personnel procurement by program (enlisted, officer, and medical), whether funded by the Service Recruiting Command or any other departmental organizations. Included in that resource are funds for commercial, Federal military charges, and the acquisition of leased communication systems whether it is on a reimbursable or nonreimbursable basis.

b. Computer Support. O&M funds expended by program (enlisted, officer, and medical) for computer systems designed to manage or enhance the procurement of military accessions. Funds expended on the purchase and/or lease of hardware. The cost of in-house development and/or purchase of software to include support programs such as models, databases, or utilities. Provide costs for systems utilized in the administration, examination, and presentation of career information to include job reservation (training seat) programs. Additionally, add costs of telecommunications equipment and dedicated data links for computer systems. If telecommunications lines cannot be separately identified for computer support, then include costs with communications costs (definition 5.a. above). Exclude systems whose primary function is to improve the flow of individuals through the examination process and programs for the testing and measurement of enlistee aptitudes.

c. Training. O&M funds expended for equipment and supplies used to support the training of individuals assigned to military personnel procurement by program (enlisted, officer, and medical).

d. Other (Recruiter Support). O&M funds for all other expenses (not identified in 5.a., 5.b., or 5.c., above) used in support of military personnel procurement by program (enlisted, officer, and medical). This should include funds for the following:

- (1) Operating and maintaining vehicles and aircraft.
- (2) Office supplies and equipment.
- (3) Recruiter incentives.
- (4) Travel and per diem for recruiting personnel and recruiter aides and/or assistants.
- (5) Transportation, food, and lodging of applicants. For active enlisted accessions, include all costs incurred before the individual actually being sworn into the Military Service.
- (6) Mobile display vans with recruiting personnel whether it is on a reimbursable or nonreimbursable basis.
- (7) Other cost categories used in support of military recruiting that are not procured with O&M funds. Footnote the items to include the source of appropriations.



COMPLETION INSTRUCTIONS FOR DD FORM 804

A. Format 1:# "Recruiting Resources Summary Report."

For each Service (to include the Reserve components) display by program (enlisted, officer, and medical) the total FY obligations attributable to a resource designation for the 4 years requested.

1. College Fund Contributions. The Army and the Navy shall display total amount set aside for the active enlisted college fund (the Army College Fund or the Navy College Fund). Reserve components display total funding for GI Bill (Title 38-United States Code (January 30, 1989), reference (c)) by program (enlisted and officer).

2. Enlistment and/or Medical Bonuses. Display total recruiting incentives by program (enlisted, officer, and medical) for each Service and/or Component reported.

3. Military Pay. Display total military pay by program (enlisted, officer, and medical) for each Service and/or component reported.

4. Other (Military Personnel Appropriation (MPA), National Guard Personnel Appropriation, Reserve Personnel Appropriation. Display total for other MPA funds used in support of military personnel procurement (i.e., one-time clothing allowance for recruiting personnel) by program (enlisted, officer, and medical) for each Service and/or component reported.

5. Civilian Pay. Display total civilian pay by program (enlisted, officer, and medical) for each Service and/or Component reported.

6. Advertising. Display total advertising costs by program (enlisted, officer, and medical) for each Service and/or component reported.

7. Recruiting Support. For that category display total costs for the following items:

a. Communications. Display total communications costs by program (enlisted, officer, and medical) for each Service and/or component reported.

b. Training. Display total training costs by program (enlisted, officer, and medical) for each Service and/or component reported.

c. Computer Support. Display total computer support costs by program (enlisted, officer, and medical) for each Service and/or Component reported.

d. Other. Display total other (recruiter support) costs by program (enlisted, officer, and medical) for each Service and/or Component reported.

e. Subtotal. Display total recruiting support costs (items 7.a. through 7.d., above) by program (enlisted, officer, and medical) for each Service and/or component reported.

8. Service Totals. Display the sum (items 1. through 7.e., above) of all recruiting resources expended on the Service and/or component program (enlisted, officer, and medical).

Attachment

DD Form 804, OCT 90

RECRUITING RESOURCES SUMMARY REPORT (SERVICE / ACTIVE, RESERVE OR NATIONAL GUARD) (Current Dollars in Thousands)														REPORT CONTROL SYMBOL			
A. COMPONENT														B. DATE REPORTED		C. FISCAL YEARS REPORTED FY ____ TO FY ____	
COST CATEGORY	ENLISTED PROGRAM					OFFICER PROGRAM					MEDICAL PROGRAM						
	FY Actual (1)	FY Enacted (2)	FY Estimated (3)	FY Budget (4)	FY Budget (5)	FY Actual (6)	FY Enacted (7)	FY Estimated (8)	FY Budget (9)	FY Budget (10)	FY Actual (11)	FY Enacted (12)	FY Estimated (13)	FY Budget (14)	FY Budget (15)		
1. COLLEGE FUND CONTRIBUTIONS																	
2. ENLISTMENT/ MEDICAL BONUSES																	
3. MILITARY PAY																	
4 OTHER (MPA)																	
5. CIVILIAN PAY																	
6 ADVERTISING																	
7 RECRUITING SUPPORT																	
a COMMUNI- CATIONS																	
b TRAINING																	
c. COMPUTER SUPPORT																	
d. OTHER																	
e SUBTOTAL																	
8. SERVICE TOTALS																	
For detailed explanation of all categories, refer to DoD Instruction 1304.8, "Military Personnel Procurement Resources Report."																	

Previous editions are obsolete.

DD Form 804, OCT 90

133278

COMPLETION INSTRUCTIONS FOR DD FORM 804-1

A. Format 2:#. "Enlisted Recruiting Manpower Data."

For each Service (to include the Reserve components), display all military and civilian personnel involved in procurement for the enlisted ranks. Each Service and/or Reserve component should reflect end-strengths, work-years, and military pay with and without the cost of retirement accrual. Military pay should be shown in thousands of dollars reflecting a standardized cost for enlisted pay and officer pay based on an average work-year. For civilian personnel, show only standard compensation costs.

1. Headquarters Level. All personnel and costs associated with the Headquarters activities.

a. Military Officers. Display military end-strengths, work-years, and compensation associated with all officers assigned at the Recruiting Command Headquarters or similar activities responsible for the immediate direction of the field recruiting force or recruiting operations (e.g., advertising and recruitment). Do not include officer personnel assigned to general staff or similar activities whose primary function is developing policy guidance.

b. Military Enlisted. Display military end-strengths, work-years, and compensation associated with all enlisted assigned at the Recruiting Command Headquarters or similar activities responsible for the immediate direction of the field recruiting force or recruiting operation (e.g., advertising and recruitment). Do not include enlisted personnel assigned to general staff or similar activities whose primary function is developing policy guidance.

c. Civilians. Display civilian end-strengths, work-years, and compensation associated with all civilian personnel assigned at the Recruiting Command Headquarters or similar activities responsible for the immediate direction of the field recruiting force or recruiting operations (e.g., advertising and recruitment). Do not include civilian personnel assigned to general staff or similar activities whose primary function is developing policy guidance.

2. Field Level. All personnel and compensation associated with the administrative support and supervision of recruiting programs at the district, area, group detachments, or main stations (i.e., brigade, battalion, and company). That level includes all personnel and costs below the Headquarters level, but above the recruiting station level. Exclude at the field level all Military Entrance Processing Station (MEPS) liaison or career counselor personnel and recruiting station commanders not assigned recruiting objectives and/or engaged in the actual solicitation and direct contact with prospective recruits.

a. Military Officers. Display all military officer end-strengths, work-years, and compensation costs associated with the administrative support and supervision of recruiting programs below the headquarters level, but above the recruiting station echelon.

b. Military Enlisted. Display all military enlisted end-strengths, work-years, and compensation costs associated with the administrative support and supervision of recruiting programs below the Headquarters level, but above the recruiting station level.

c. Civilian Personnel. Display all civilian personnel end-strengths, work-years, and compensation costs associated with the administrative support and supervision of recruiting programs below the Headquarters level.

3. Recruiter level. All enlisted military personnel involved with the actual soliciting of and direct contact with prospective recruits.

a. Production Recruiters. Display the end-strengths, work-years, and compensation costs associated with recruiters who are assigned recruiting objectives or production quotas.

b. Supervisory Recruiters. Display the end-strengths, work-years, and compensation costs associated with all enlisted personnel assigned to the recruiter career field (i.e., the Military Occupational Speciality, and the Air Force Speciality Code, etc.) who serve in supervisory positions over production recruiters and are not assigned production quotas.

c. MEPS Liaison Noncommissioned Officers (i.e., Career Counselors). Display the end-strengths, work-years, and compensation costs associated with enlisted personnel stationed at the MEPS who provide career guidance to prospective recruits.

4. Recruiter Aides. Display end-strengths, work-years, and compensation costs associated with programs that assign enlisted personnel on a TDY or daily basis to assist the full-time recruiting force by developing lead or prospect lists for the recruitment command, Service, or Reserve component. For consistency, request that work-day spaces be converted to reflect work-years.

5. Training Personnel. All personnel engaged in the initial orientation or retraining of personnel for the recruitment of prospective enlistees. That category includes student work-day spaces (converted to work-years), and full- and part-time instructors.

a. Recruiting Instructors. Display end-strengths, work-years and compensation costs for all full- and part-time military instructors involved with introductory recruiter courses and refresher (i.e., advanced and management) courses designed for military personnel engaged in the recruitment of prospective enlistees.

b. Recruiter Students. Display end-strengths, work-years and compensation costs associated with enlisted students who receive courses on the recruitment of prospective enlistees. For consistency, request that work-day spaces be converted to work-year figures.

c. Civilian Training. Display end-strengths, work-years and compensation costs for all civilians (i.e., students and instructors) involved with training for the recruitment of prospective enlistees.

6. Enlisted Procurement Totals:

a. Military Personnel Totals. Display the sum of end-strengths, work-years, and compensation costs (items 1.a., 1.b., 2.a., 2.b., 3.a., 3.b., 3.c., 4., 5.a., and 5.b.). This total should be the same as shown for military pay under the enlisted program of the "Recruiting Resources Summary Report" (item A.3.) on page 2-1.

b. Civilian Personnel Totals. Display the sum of end-strengths, work-years, and compensation costs (items 1.c., 2.c., and 5.c.). This total should be the same as shown under the enlisted program of the "Recruiting Resources Summary Report" (item A.5.) on page 2-1.

Attachment

DD Form 804-1, APR 87

ENLISTED RECRUITING MANPOWER DATA (SERVICE / ACTIVE, RESERVE OR NATIONAL GUARD) (Current Dollars in Thousands)															REPORT CONTROL SYMBOL DD - FM&P(A)946				
A. COMPONENT															B. DATE PREPARED		C. FISCAL YEARS REPORTED FY ____ TO FY ____		
FY ACTUALS			FY APPROPRIATED (Enacted)			FY AUTHORIZATION			FY PRESIDENT'S BUDGET			FY PRESIDENT'S BUDGET							
End Str (1)	Work Yrs (2)	\$ Amt W/O Ret (3)	\$ Amt W Ret (4)	End Str (5)	Work Yrs (6)	\$ Amt W/O Ret (7)	\$ Amt W Ret (8)	End Str (9)	Work Yrs (10)	\$ Amt W/O Ret (11)	\$ Amt W Ret (12)	End Str (13)	Work Yrs (14)	\$ Amt W/O Ret (15)	\$ Amt W Ret (16)	End Str (17)	Work Yrs (18)	\$ Amt W/O Ret (19)	\$ Amt W Ret (20)
1. HEADQUARTERS																			
a. OFFICER																			
b. ENLISTED																			
c. CIVILIAN																			
2. FIELD																			
a. OFFICER																			
b. ENLISTED																			
c. CIVILIAN																			
3. RECRUITERS																			
a. PHOD. 1																			
b. SUPT 2																			
c. MEPS NCOs 3																			
4. RECRUITER AIDES																			
5. TRAINING																			
a. INSTRUCTORS																			
b. TRAINEES																			
c. CIVILIANS																			
6. TOTALS																			
a. MILITARY																			
b. CIVILIAN																			

1 Show only those personnel assigned recruiting objectives.  
 2 Show area, zone, or station recruiters not assigned recruiting objectives.  
 3 Show only career counselors/liaison personnel at MEPS.

DD Form 804-1, APR 87

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COMPLETION INSTRUCTIONS FOR DD FORM 804-2

A. Format 3:# "Officer Recruiting Manpower Data."

For each Service (to include the Reserve Components), display all military and civilian personnel involved in procurement of officer candidates, ROTC and other college program participants, and Service academy cadets. Each Service and/or Reserve Component should display end-strengths, work-years, and military pay with and without the cost of retirement accrual. Military pay should be shown in thousands of dollars. For civilian personnel, show standard compensation costs in thousands of dollars.

1. Headquarters Level. All personnel and costs associated with Headquarters activities involved in the procurement of personnel to fill the officer ranks.

a. Military Officers. Display military end-strengths, work-years, and compensation associated with all officers assigned at the Recruiting Command Headquarters or similar activities responsible for the immediate direction of the field recruiting force or recruiting operation (e.g., advertising and recruitment). Do not include officer personnel assigned to general staff or similar activities whose primary function is developing policy guidance.

b. Military Enlisted. Display military end-strengths, work-years, and compensation associated with all enlisted assigned at the Recruiting Command Headquarters or similar activities responsible for the immediate direction of the field recruiting force or recruiting operation (e.g., advertising and recruitment). Do not include enlisted personnel assigned to general staff or similar activities whose primary function is developing policy guidance.

c. Civilians. Display civilian end-strengths, work-years, and compensation associated with all civilian personnel assigned at the recruiting Command Headquarters or similar activities responsible for the immediate direction of the field recruiting force or recruiting operation (e.g., advertising and recruitment). Do not include civilian personnel assigned to general staff or similar activities whose primary function is developing policy guidance.

2. Field Level. All personnel and compensation associated with the administrative support and supervision of recruiting officers at the district, area, group detachments, or main stations (i.e., brigade, battalion, and company). This level includes all personnel and costs below the headquarters level who are involved in the supervision and administration of personnel in contact with prospective candidates for the officer programs.



a. Military Officers. Display total military officer end-strengths, work-years, and compensation costs below the headquarters level that are associated with the administrative support and supervision of recruiting for officer programs.

b. Military Enlisted. Display total military enlisted end-strengths, work-years, and compensation costs below the headquarters level that are associated with the administrative support and supervision of recruiting for officer programs.

c. Civilian Personnel. Display total civilian personnel end-strengths, work-years, and compensation costs below the headquarters level that are associated with the administrative support and supervision of recruiting for officer programs.

3. Recruiter Level. All enlisted and officer personnel involved with soliciting of and direct contact with prospective officer candidates.

a. Officer. Display the end-strengths, work-years, and compensation costs associated with recruiters who have direct contact with prospective officer candidates.

b. Enlisted. Display the end-strengths, work-years, and compensation costs associated with recruiters who have direct contact with prospective officer candidates.

c. Support. Display the end-strengths, work-years, and compensation costs associated with recruiting personnel who supervise or assist recruiters and have limited contact with prospective officer candidates.

4. Recruiter Aides. Display end-strengths, work-years, and compensation costs associated with programs that assign personnel on a temporary duty or daily basis for assisting the full-time officer recruiting force by developing lead or prospect lists for the recruitment command, Service, and/or Reserve Component. For consistency, request that work-day spaces be converted to reflect work-years.

5. Training Personnel. All personnel engaged in the initial orientation or retraining of personnel for the recruitment of prospective officer candidates. This category includes student work-day spaces (converted to work-years), and full- or part-time instructors.

a. Military Instructors. Display end-strengths, work-years, and compensation costs for all full- and part-time military enlisted and officers teaching introductory recruiter courses as well as refresher courses designed for personnel involved in the recruitment of prospective candidates for officer programs.

b. Military Students. Display end-strengths, work-years, and compensation costs for all full- and part-time military enlisted and officers taking the introductory as well as refresher courses designed for personnel involved in the recruitment of prospective candidates for officer programs.

c. Civilian Instructors and Students. Display end-strengths, work-years, and compensation costs for all full- and part-time civilians involved with introductory recruiter courses and refresher courses designed for personnel involved in the recruitment of prospective candidates for officer programs.

6. Officer Program Procurement Totals:

a. Military Personnel Totals. Display the sum of end-strengths, work-years, and compensation costs (items 1.a., 1.b., 2.a., 2.b., 3.a., 3.b., 3.c., 4., 5.a. and 5.b). This total should be the same as shown under officer section of the "Recruiting Resources Summary Report" (item A.3.) on page 2-1.

b. Civilian Personnel Totals. Display the sum of end-strengths, work-years, and compensation costs (items 1.c., 2.c. and 5.c.). This total should be the same as shown under the officer section of the "Recruiting Resources Summary Report" (item A.5.) on page 2-1.

Attachment

DD Form 804-2, OCT 90

OFFICER RECRUITING MANPOWER DATA (SERVICE / ACTIVE, RESERVE OR NATIONAL GUARD) (Current Dollars in Thousands)															REPORT CONTROL SYMBOL					
A. COMPONENT															B. DATE PREPARED		C. FISCAL YEARS REPORTED FY ____ TO FY ____			
	FY ACTUALS			FY APPROPRIATED (Enacted)			FY AUTHORIZATION			FY PRESIDENT'S BUDGET			FY PRESIDENT'S BUDGET							
	End Str (1)	Work Yrs (2)	\$ Amt W/O Ret (3)	\$ Amt W Ret (4)	End Str (5)	Work Yrs (6)	\$ Amt W/O Ret (7)	\$ Amt W Ret (8)	End Str (9)	Work Yrs (10)	\$ Amt W/O Ret (11)	\$ Amt W Ret (12)	End Str (13)	Work Yrs (14)	\$ Amt W/O Ret (15)	\$ Amt W Ret (16)	End Str (17)	Work Yrs (18)	\$ Amt W/O Ret (19)	\$ Amt W Ret (20)
1. HEADQUARTERS																				
a. OFFICER																				
b. ENLISTED																				
c. CIVILIAN																				
2. FIELD																				
a. OFFICER																				
b. ENLISTED																				
c. CIVILIAN																				
3. RECRUITERS <sup>1</sup>																				
a. OFFICER																				
b. ENLISTED																				
c. SUPPORT																				
4. RECRUITER AIDES																				
5. TRAINING																				
a. INSTRUCTORS																				
b. TRAINEES																				
c. CIVILIANS																				
6. TOTALS																				
a. MILITARY																				
b. CIVILIAN																				

<sup>1</sup> Show only those personnel assigned recruiting objectives.

Definitions for military and civilian pay are in DODI 1304.8.

COMPLETION INSTRUCTIONS FOR DD FORM 804-3

A. Format 4:# "Medical Recruiting Manpower Data."

For each Service (to include the Reserve Components), display all military and civilian personnel involved in procurement of physicians, dentists, veterinarians, nurses, medical specialists, and other medical personnel. Each Service and/or Reserve Component should reflect end-strengths, work-years, and military pay with and without the cost of retirement accrual. Military pay should be shown in thousands of dollars. For civilian personnel, show standard compensation costs in thousands of dollars. Exclude from the totals items not included in Service and/or Component recruiting and examining budgets.

1. Headquarters Level. All personnel and costs associated with Headquarters activities involved in the procurement of manpower to fill the medical ranks.

a. Military Officers. Display total military end-strengths, work-years, and compensation associated with all officers assigned at the Recruiting Command Headquarters or similar activities responsible for the immediate direction of the field recruiting force or recruiting operation (e.g., advertising and recruitment). Do not include officer personnel assigned to general staff or similar activities whose primary function is developing policy guidance.

b. Military Enlisted. Display total military end-strengths, work-years, and compensation associated with all enlisted assigned at the Recruiting Command Headquarters or similar activities responsible for the immediate direction of the field recruiting force or recruiting operation (e.g., advertising and recruitment). Do not include enlisted personnel assigned to general staff or similar activities whose primary function is developing policy guidance.

c. Civilians. Display total civilian end-strengths, work-years, and compensation associated with all civilian personnel assigned at the Recruiting Command Headquarters or similar activities responsible for the immediate direction of the field recruiting force or recruiting operation (e.g., advertising and recruitment). Do not include civilian personnel assigned to general staff or similar activities whose primary function is developing policy guidance.

2. Field Level. All personnel and compensation associated with the administrative support and supervision of recruiting for medical personnel at the district, area, group, main stations, detachments (i.e., brigade, battalion, and company). This level includes all personnel and costs below the headquarters level who

are involved in the supervision and administration of personnel in contact with prospective candidates for medical programs.

a. Military Officers. Display total military officer end-strengths, work-years, and compensation costs below the head-quarters level that are associated with the administrative support and supervision of recruiting for medical programs.

b. Military Enlisted. Display total military enlisted end-strengths, work-years, and compensation costs below the head-quarters level that are associated with the administrative support and supervision of recruiting for medical programs.

c. Civilian Personnel. Display total civilian personnel end-strengths, work-years, and compensation costs below the head-quarters level that are associated with the administrative support and supervision of recruiting for medical programs.

3. Recruiter Level. Total enlisted and officer personnel involved with the actual solicitation and direct contact with prospective recruits for medical programs.

a. Officer. Display total end-strengths, work-years, and compensation costs associated with recruiters who have direct contact with prospective medical candidates.

b. Enlisted. Display total end-strengths, work-years, and compensation costs associated with recruiters who have direct contact with prospective medical candidates.

c. Support. Display total end-strengths, work-years, and compensation costs associated with recruiting personnel who supervise or assist recruiters and have limited contact with prospective officer candidates.

4. Recruiter Aides. Display end-strengths, work-years, and compensation costs associated with programs that assign personnel on a TDY or daily basis for assisting the full-time officer recruiting force by developing lead or prospect lists for the recruitment command, Service and/or Reserve Component. For consistency, request that work-day spaces be converted to reflect work-years.

5. Training Personnel. All personnel engaged in the initial orientation or retraining of personnel for the recruitment of prospective candidates for the medical program. This category includes student work-day spaces (converted to work-years) and full- or part-time instructors.

a. Military Instructors. Display total end-strengths, work-years, and compensation costs for all full- and part-time enlisted and officers involved with introductory recruiter courses as well as refresher courses designed for personnel involved in the recruitment of prospective candidates for medical programs.

b. Military Students. Display total end-strengths, work-years, and compensation costs for all full- and part-time military enlisted or officers taking the introductory as well as refresher courses designed for personnel involved in the recruitment of prospective candidates for medical programs.

c. Civilian Instructors and Students. Display total end-strengths, work-years, and compensation costs for all full- and part-time civilians involved with introductory recruiter courses and refresher courses designed for personnel involved in the recruitment of prospective candidates for medical programs.

6. Medical Program Procurement Totals:

a. Military Personnel Totals. Display the sum of end-strengths, work-years, and compensation costs (items 1.a., 1.b., 2.a., 2.b., 3.a., 3.b., 3.c., 4, 5.a. and 5.b.). This total should be the same as shown under the medical section of the "Recruiting Resources Summary Report" (item A.3.) on page 2-1.

b. Civilian Personnel Totals. Display the sum of end-strengths, work-years, and compensation costs (items 1.c., 2.c., and 5.c.). This total should be the same as shown under the medical section of the "Recruiting Resources Summary Report" (item A.5.) on page 2-1.

Attachment

DD Form 804-3, OCT 90

MEDICAL RECRUITING MANPOWER DATA (SERVICE/ACTIVE, RESERVE OR NATIONAL GUARD) (Current Dollars in Thousands)													REPORT CONTROL SYMBOL							
A. COMPONENT													B. DATE PREPARED	C. FISCAL YEARS REPORTED FY ____ TO FY ____						
	FY ACTUALS			FY APPROPRIATED (Enacted)			FY AUTHORIZATION			FY PRESIDENT'S BUDGET			FY PRESIDENT'S BUDGET							
	End Str (1)	Work Yrs (2)	\$ Amt W/O Ret (3)	\$ Amt W Ret (4)	End Str (5)	Work Yrs (6)	\$ Amt W/O Ret (7)	\$ Amt W Ret (8)	End Str (9)	Work Yrs (10)	\$ Amt W/O Ret (11)	\$ Amt W Ret (12)	End Str (13)	Work Yrs (14)	\$ Amt W/O Ret (15)	\$ Amt W Ret (16)	End Str (17)	Work Yrs (18)	\$ Amt W/O Ret (19)	\$ Amt W Ret (20)
1. HEADQUARTERS																				
a. OFFICER																				
b. ENLISTED																				
c. CIVILIAN																				
2. FIELD																				
a. OFFICER																				
b. ENLISTED																				
c. CIVILIAN																				
3. RECRUITERS <sup>1</sup>																				
a. OFFICER																				
b. ENLISTED																				
c. SUPPORT																				
4. RECRUITER AIDES																				
5. TRAINING																				
a. INSTRUCTORS																				
b. TRAINEES																				
c. CIVILIANS																				
6. TOTALS																				
a. MILITARY																				
b. CIVILIAN																				

1 Show only those personnel assigned recruiting objectives.

Definitions for military and civilian pay are in DODI 1304.8.

COMPLETION INSTRUCTIONS FOR DD FORM 804-4

A. Format 5:# "Enlisted Recruiting Advertising Resources."

For each Service and Reserve Component, display all recruitment advertising resources in thousands of dollars expended for the procurement of prospective enlistees. Total costs for a category are the sum of media (air time, space buys, etc.) and production (cost of producing advertisements, and other non-media costs to include contractor expenses). Include costs for "image" or "awareness" advertising. Allocate costs between media and production where applicable, unless otherwise specified. Include advertising costs for reenlistment and retention materials. Exclude from the totals items not included in the Service and/or Component recruiting and examining budgets.

1. National Media Costs. Display on this line the sum of costs for centrally placed advertising (i.e., sum of items 1.a. through 1.h.).

a. Magazines. The amount of funds expended for the media and production of magazine advertisements directed at enlistment in the Military Service.

b. Newspapers and/or Supplements. The amount of funds expended for the media and production of newspaper and supplemental advertisements directed at enlistment in the Military Service.

c. Outdoor. The amount of funds expended for the media and production of outdoor (billboards, mall posters, etc.) advertisements directed at enlistment in the Military Service.

d. Transit. The amount of funds expended for the media and production of transit (taxi, bus, and subway placards) advertisements directed at enlistment in the Military Service.

e. Public Service Announcements: Radio and Television. The amount of funds expended for production of advertisements to be aired on radio or television that require no media costs and are directed at enlistment in the Military Service.

f. Paid Radio. The amount of funds expended for the media and production of advertisements to be broadcast on national networks and directed at enlistment in the Military Service.

g. Paid Television. The amount of funds expended for the media and production of advertisements to be broadcast on national networks and directed at enlistment in the Military Service.

h. Films. The amount of funds expended for the media and production of films used to advertise enlistment in the Military Service.



2. Local and/or Regional. Media and production costs for advertisements (yellow pages, radio, newspapers, etc.) placed at the local and/or regional level (brigade, battalion, or main station) and directed at enlistment in the Military Service.

3. Direct Mail. Show costs attributed to direct mail aimed at enlistments in the Military Service. Show distribution and list costs under media, and printing and assembly costs under production.

4. Lead Fulfillment. Show costs attributed to lead fulfillment directed at enlistment in the Military Service. Display costs for processing national level inquiries (mail and telephone) including toll-free lines. Include printing costs of coupons and pop-up cards in production costs under printed materials and literature (item 7). This category should indicate most costs are attributed to production.

5. Sales Promotion. Display costs of incentive items for promotional and publicity purposes. Show production and media costs attributed to sales promotion (calendars, pencils and key chains) directed at influencing enlistment in the Military Service.

6. Market Research. Show production and media costs attributed to market research directed at enlistment in the Military Service. Include cost of advertising agency contract spent on marketing research (to include cost of advertising agency subcontractors).

7. Printed Material and Literature. Show production and media costs associated with printed materials and literature directed at enlistment in the Military Service. Include in this category the cost of flyers, posters, and brochures. This category should indicate that most costs are production.

8. Other. This category is for all miscellaneous advertising expenditures not specifically identified with any of the other categories listed. If applicable, identify separately under this category such expenses as educational liaison programs and other research costs. As a non-add item, identify separately distributed expenses (i.e., Agency Field Executives, contractor, talent, and distribution costs, etc.).

9. Subtotal. Provide a subtotal of all advertising costs (items 1. through 8.) directed at enlistment in the Military Service.

10. Reenlistment and/or Retention. Display all advertising costs attributed to the retention and reenlistment of enlisted personnel in the Military Service. Exclude from this category items not included in the Service and/or Component recruiting and examining budgets.

May 28, 91  
1304.8 (Encl 6)

11. Advertising Program Total. Provide the total for all advertising expenditures listed in subsection A.1. through A.10, above.

Attachment

DD Form 804-4, APR 87

ENLISTED RECRUITING ADVERTISING RESOURCES (SERVICE / ACTIVE, RESERVE OR NATIONAL GUARD) (Current Dollars in Thousands)										REPORT CONTROL SYMBOL DD - FM&P(SA)946					
A. COMPONENT										B. DATE PREPARED		C. FISCAL YEARS REPORTED FY ____ TO FY ____			
PROGRAM CATEGORIES	FY ACTUALS			FY APPROPRIATED (Enacted)			FY AUTHORIZATION			FY PRESIDENT'S BUDGET			FY PRESIDENT'S BUDGET		
	Total (1)	Media (2)	Production (3)	Total (4)	Media (5)	Production (6)	Total (7)	Media (8)	Production (9)	Total (10)	Media (11)	Production (12)	Total (13)	Media (14)	Production (15)
1. NATIONAL MEDIA (Sum of 1.a thru 1.h)															
a. MAGAZINES															
b. NEWSPAPERS / SUPPLEMENTS															
c. OUTDOOR															
d. TRANSIT															
e. PSA RADIO / TV															
f. PAID RADIO															
g. PAID TV															
h. FILMS															
2. LOCAL / REGIONAL															
3. DIRECT MAIL															
4. LEAD FULFILLMENT															
5. SALES PROMOTION															
6. MARKET RESEARCH															
7. PRINTED MATERIAL & LITERATURE															
8. OTHER															
9. SUBTOTAL (Sum of 1 thru 8) (DO NOT include 1.a thru 1.h)															
10. RE-ENLISTMENT / RETENTION															
11. TOTAL (Sum of 9 and 10)															

DD Form 804-4, APR 87

124/138

COMPLETION INSTRUCTIONS FOR DD FORM 804-5

A. Format 6:# "Officer Recruiting Advertising Resources."

For each Service and Reserve Component, display all recruitment advertising resources in thousands of dollars expended on the procurement of candidates for officer programs. Exclude costs for nurses and physicians that are displayed under "Medical Recruiting Advertising Resources." Total costs for a category are the sum of media (air time, space buys, etc.) and production (cost of producing advertisement, and other nonmedia costs including contractor expenses). Allocate costs between media and production where applicable, unless otherwise specified. Include advertising costs for retention materials. Exclude from totals items not included in the Service and/or Component recruiting and examining budgets.

1. National Media Costs. Display on this line the sum of costs on centrally placed advertising (i.e., sum of items 1.a. through 1.h).

a. Magazines. The amount of funds expended for the media and production of magazine advertisements directed at candidates for officer programs.

b. Newspapers and/or Supplements. The amount of funds expended for the media and production of newspaper and supplemental advertisements directed at candidates for officer programs.

c. Outdoor. The amount of funds expended for the media and production of outdoor (billboards, mall posters, etc.) advertisements directed at candidates for officer programs.

d. Transit. The amount of funds expended for the media and production of transit (taxi, bus, and subway placards) advertisements directed at candidates for officer programs.

e. Public Service Announcements: Radio and Television. The amount of funds expended for production of advertisements to be aired on radio or television that require no media costs and are directed at candidates for officer programs.

f. Paid Radio. The amount of funds expended for the media and production of advertisements to be broadcast on national networks and directed at candidates for officer programs.

g. Paid Television. The amount of funds expended for the media and production of advertisements to be broadcast on national networks and directed at candidates for officer programs.

h. Films. The amount of funds expended for the media and production of films advertising for candidates to enter officer programs.

2. Local and/or Regional. Media and production costs for advertisements (yellow pages, radio, newspapers, etc.) placed at the local and/or regional level (brigade, battalion, or main station) and directed at candidates for officer programs.

3. Direct Mail. Show costs attributed to direct mail aimed at candidates for officer programs. Show distribution and list costs under media, and printing and assembly costs under production.

4. Lead Fulfillment. Show costs attributed to lead fulfillment directed at candidates for officer programs. Display costs for processing national level inquiries (mail and telephone) including toll-free lines. Include printing costs of coupons and pop-up cards in production costs under print materials and literature (item 7). This category should indicate most costs are attributed to production.

5. Sales Promotion. Display costs of incentive items for promotional and publicity purposes. Show production and media costs attributed to sales promotion (calendars, pencils and key chains) directed at influencing candidates to enter officer programs.

6. Market Research. Show production and media costs attributed to market research directed at candidates for officer programs. Include cost of advertising agency contract spent on marketing research (to include cost of advertising agency subcontractors).

7. Printed Material and Literature. Show production and media costs associated with printed materials and literature directed at candidates for officer programs. Include in this category the cost of flyers, posters and brochures. This category should indicate that most costs are attributed to production.

8. Other. This category is for all miscellaneous advertising expenditures not specifically identified with any of the other categories listed. If applicable, identify separately under this category such expenses as educational liaison programs and other research costs. As a non-add item, identify separately distributed expenses (i.e., Agency Field Executives, contractor, talent, and distribution costs, etc.).

9. Subtotal. Provide a subtotal of all advertising costs (items 1. through 8.) directed at potential candidates for officer programs.

10. Reenlistment and/or Retention. Display all advertising costs attributed to the retention and extension of officer personnel in the Military Service. Exclude from this category, items not included in the Service and/or Component recruiting and examining budgets.

May 28, 91  
1304.8 (Encl 7)

11. Advertising Program Total. Provide the total for all advertising expenditures listed in subsection A.9. and A.10.

12. Totals By Officer Programs. Provide total advertising costs for each of the categories listed below. The sum of the costs (items 12.a. through 12.d.) should equal the total shown for item A.11.

a. Direct Procurement. Total the costs from all categories that are expended for officer candidates to enter Military Service through the direct procurement classification.

b. ROTC and College Related. Total the costs from all categories that are expended for officer candidates to enter Military Service through ROTC and other college programs.

c. Academy. Total the costs from all categories that are expended for officer candidates to enter one of the Service academies.

d. Other (Chaplains, Judge Advocate General, etc.)  
Total the costs from all categories that are expended for officer candidates to enter Military Service through a program not covered in items 12.a., 12.b. or 12.c.

Attachment

DD Form 804-5, APR 87

OFFICER RECRUITING ADVERTISING RESOURCES (SERVICE / ACTIVE, RESERVE OR NATIONAL GUARD) (Current Dollars in Thousands)												REPORT CONTROL SYMBOL DD-FM&P(SA)946			
A. COMPONENT												B. DATE PREPARED		C. FISCAL YEARS REPORTED FY TO FY	
PROGRAM CATEGORIES	FY ACTUALS			FY APPROPRIATED (Enacted)			FY AUTHORIZATION			FY PRESIDENT'S BUDGET			FY PRESIDENT'S BUDGET		
	Total (1)	Media (2)	Production (3)	Total (4)	Media (5)	Production (6)	Total (7)	Media (8)	Production (9)	Total (10)	Media (11)	Production (12)	Total (13)	Media (14)	Production (15)
1. NATIONAL MEDIA (Sum of 1.a thru 1.h)															
a. MAGAZINES															
b. NEWSPAPERS / SUPPLEMENTS															
c. OUTDOOR															
d. TRANSIT															
e. PSA RADIO / TV															
1. PAID RADIO															
9. PAID TV															
h. FILMS															
2. LOCAL / REGIONAL															
3. DIRECT MAIL															
4. LEAD FULFILLMENT															
5. SALES PROMOTION															
6. MARKET RESEARCH															
7. PRINTED MATERIAL & LITERATURE															
8. OTHER															
9. SUBTOTAL (Sum of 1 thru 8) (DO NOT include 1.a thru 1.h)															
10. RETENTION & EXTENSION															
11. TOTAL (Sum of 9 & 10)															
12. TOTALS BY PROGRAM															
a. DIRECT PROCUREMENT															
b. ROTC & COLLEGE RELATED															
c. ACADEMY															
d. OTHER (AGC, etc.)															

DD Form 804-5, APR 87

130138

COMPLETION INSTRUCTIONS FOR DD FORM 804-6

A. Format 7:# "Medical Recruiting Advertising Resources."

For each Service and Reserve Component, display all recruitment advertising resources in thousands of dollars expended for the procurement of candidates for medical programs. Total costs for a category are the sum of media (air time, space buys, etc.) and production (cost of producing advertisements, and other non media costs to include contractor expenses). Allocate costs between media and production where applicable, unless otherwise specified. Include advertising costs for reenlistment and retention materials. Exclude from totals items not included in the Service and/or Component recruiting and examining budgets.

1. National Media Costs. Display on this line the sum of costs for centrally placed advertising (i.e., sum of items 1.a. through 1.h.).

a. Magazines. The amount of funds expended for the media and production of magazine advertisements directed at candidates for medical programs.

b. Newspapers and/or Supplements. The amount of funds expended for the media and production of newspaper and supplemental advertisements directed at candidates for medical programs.

c. Outdoor. The amount of funds expended for the media and production of outdoor (billboards, mall posters, etc.) advertisements directed at candidates for medical programs.

d. Transit. The amount of funds expended for the media and production of transit (taxi, bus, and subway placards) advertisements directed at candidates for medical programs.

e. Public Service Announcements: Radio and Television. The amount of funds expended for production of advertisements to be aired on radio or television that require no media costs and are directed at candidates or medical programs.

f. Paid Radio. The amount of funds expended for the media and production of advertisements to be broadcast on national networks and directed at candidates for medical programs.

g. Paid Television. The amount of funds expended for the media and production of advertisements to be broadcast on national networks and directed at candidates for medical programs.

h. Films. The amount of funds expended for the media and production of films advertising for candidates to enter medical programs.



2. Local and/or Regional. Media and production costs for advertising (yellow pages, radio, newspapers, etc.) placed at the local and/or regional level (brigade, battalion, or main station) and directed at candidates for medical programs.

3. Direct Mail. Show costs attributed to direct mail aimed at candidates for medical programs. Show distribution and list costs under media, and printing and assembly costs under production.

4. Lead Fulfillment. Show costs attributed to lead fulfillment directed at candidates for medical programs. Display costs for processing national level inquiries (mail and telephone) including toll-free lines. Include printing costs of coupons and pop-up cards in production costs under printed materials and literature (item 7.). This category should indicate most costs are attributed to production.

5. Sales Promotion. Display costs of incentive items for promotional and publicity purposes. Show production and media costs attributed to sales promotion (calendars, pencils, key chains) directed at influencing candidates to enter medical programs.

6. Market Research. Show production and media costs attributed to market research directed at candidates for medical programs. Include cost of advertising agency contract spent on marketing research (to include cost of advertising agency sub-contractors).

7. Printed Material and Literature. Show production and media costs associated with printed materials and printed literature directed at candidates for medical programs. Include in this category the cost of flyers, posters and brochures. This category should indicate that most costs are attributed to production.

8. Other. This category is for all miscellaneous advertising expenditures not specifically identified with any of the other categories listed. If applicable, identify separately under this category such expenses as educational liaison programs and other research costs. As a non-add item, identify separately distributed expenses (i.e., Agency Field Executives, contractor talent, and distribution costs, etc.).

9. Subtotal. Provide a subtotal of all advertising costs (items 1. through 8.) directed at candidates for medical programs.

10. Reenlistment and/or Retention. Display all advertising costs attributed to the retention and extension of medical personnel in the Military Service. Exclude from this category items not included in the Service and/or Component recruiting and examining budgets.

May 28, 91  
1304.8 (Encl 8)

11. Advertising Program Total. Provide the total for all advertising expenditures listed in subsection A.9. and A.10.

12. Totals By Medical Programs. Provide total advertising costs for each of the categories listed below. The sum of the costs (items 12.a through 12.c.) should equal the total shown for item A.11.

a. Physicians and Dentists. Total the costs from all categories above that are expended for candidates to enter the physician and dentist career fields.

b. Nurses. Total the costs from all categories that are expended for candidates to enter the nursing career field.

c. Other. Total the costs from any medical career fields not identified in items 12.a. and 12.b. which make up the difference in total costs shown for the medical programs.

Attachment

DD Format 804-6, APR 87

MEDICAL RECRUITING ADVERTISING RESOURCES (SERVICE/ACTIVE, RESERVE OR NATIONAL GUARD) (Current Dollars in Thousands)										REPORT CONTROL SYMBOL DD-FM&P(SA)946					
A. COMPONENT										B. DATE PREPARED		C. FISCAL YEARS REPORTED FY _____ TO FY _____			
FY ACTUALS			FY APPROPRIATED (Enacted)		FY AUTHORIZATION		FY PRESIDENT'S BUDGET		FY PRESIDENT'S BUDGET						
PROGRAM CATEGORIES	Total (1)	Media (2)	Production (3)	Total (4)	Media (5)	Production (6)	Total (7)	Media (8)	Production (9)	Total (10)	Media (11)	Production (12)	Total (13)	Media (14)	Production (15)
1. NATIONAL MEDIA (Sum of 1.a thru 1.h)															
a. MAGAZINES															
b. NEWSPAPERS / SUPPLEMENTS															
c. OUTDOOR															
d. TRANSIT															
e. PSA RADIO / TV															
f. PAID RADIO															
g. PAID TV															
h. FILMS															
2. LOCAL / REGIONAL															
3. DIRECT MAIL															
4. LEAD FULFILLMENT															
5. SALES PROMOTION															
6. MARKET RESEARCH															
7. PRINTED MATERIAL & LITERATURE															
8. OTHER															
9. SUBTOTAL (Sum of 1 thru 8) (DO NOT include 1.a thru 1.h)															
10. RETENTION & EXTENSION															
11. TOTAL (Sum of 9 and 10)															
12. TOTALS BY PROGRAM															
a. PHYSICIANS & DENTISTS															
b. NURSES															
c. OTHER (Medical)															

DD Form 804-6, APR 87

134/138

COMPLETION INSTRUCTIONS FORMAT FOR DD FORM 804-7

A. Format 8:# "Enlistment Examining Personnel Data."

For all Services, display the military and civilian personnel assigned to the Military Entrance Processing Command (MEPCOM) to include all MEPS sites that are involved in the enlistment examining process. Army, as the Executive Agent for the MEPCOM, should display work-years, end-strengths, and compensation costs for personnel whose primary function is the examining of applicants for entry in the Military Services.

1. MEPCOM Headquarters. Display all military and civilian personnel assigned to MEPCOM headquarters who provide administrative and supervisory support to lower levels.

a. Military Personnel. For each Service, combine enlisted and officer personnel to display end-strengths, work-years, and military pay with and without the cost of retirement accrual.

(1) Army. All military personnel at MEPCOM who are in the Army.

(2) Navy. All military personnel at MEPCOM who are in the Navy.

(3) Marine Corps. All military personnel at MEPCOM who are in the Marine Corps.

(4) Air Force. All military personnel at MEPCOM who are in the Air Force.

b. Civilian Personnel. Display end-strengths, work-years, and compensation costs for all civilians assigned to MEPCOM.

2. Sector Headquarters. Display all military and civilian personnel assigned below the headquarters MEPCOM level who perform administrative and supervisory functions in support of the regional MEPS.

a. Military Personnel. For each Service listed, combine officer and enlisted personnel for displaying end-strengths, work-years, and military pay with and without the cost of retirement accrual.

(1) Army. All military personnel at sector headquarters who are in the Army.

(2) Navy. All military personnel at sector headquarters who are in the Navy.

(3) Marine Corps. All military personnel at sector headquarters who are in the Marine Corps.

(4) Air Force. All military personnel at sector headquarters who are in the Air Force.

b. Civilian Personnel. Display end-strengths, work-years and compensation costs for all civilians assigned at sector headquarters. For civilian compensation, use only the block marked "\$ amount without retirement cost."

3. Military Entrance Processing Stations (MEPS). For each Service listed on the form, display the totals for military and civilian personnel assigned to MEPS. These personnel are directly engaged in the scheduling and counseling functions, and the physical and mental testing of prospective enlistees.

a. Military Nonmedical Personnel. Combine enlisted and officers by Service for displaying end-strengths, work-years, and military pay with and without the cost of retirement accrual for personnel in nonmedical career fields.

(1) Army. Display total costs for all personnel at MEPS who are in the Army performing non-medical duty.

(2) Navy. Display total costs for all personnel at MEPS who are in the Navy performing non-medical duty.

(3) Marine Corps. Display total costs for all personnel at MEPS who are in the Marine Corps performing non-medical duty.

(4) Air Force. Display total costs for all personnel at MEPS who are in the Air Force performing non-medical duty.

b. Military Medical Personnel. Combine enlisted and officers by Service for displaying end-strengths, work-years, and military pay with and without retirement accrual for personnel in the medical career fields.

(1) Army. Display total costs for all personnel who are in the Army performing medical duty at a MEPS site.

(2) Navy. Display total costs for all personnel who are in the Navy performing medical duty at a MEPS site.

(3) Marine Corps. Display total costs for all personnel who are in the Marine Corps performing medical duty at a MEPS site.

(4) Air Force. Display total costs for all personnel who are in the Air Force performing medical duty at a MEPS site.

May 28, 91  
1304.8 (Encl 9)

c. Civilian Personnel. Display end-strengths, work-years, and compensation costs for all civilians assigned to MEPS sites.

(1) Mon-medical. Display totals for all civilian personnel assigned to MEPS who do not perform medical functions.

(2) Medical. Display totals for all civilian personnel assigned to MEPS who perform medical duty.

Attachment

DD Form 804-7, APR 87

# **ENLISTMENT EXAMINING PERSONNEL DATA** (SERVICE / ACTIVE, RESERVE OR NATIONAL GUARD) (Current Dollars in Thousands)

REPORT CONTROL SYMBOL  
DD - FM&P(SA)946

C. FISCAL YEARS REPORTED  
FY \_\_\_\_\_ TO FY \_\_\_\_\_

B. DATE PREPARED

A. COMPONENT

	FY ACTUALS				FY APPROPRIATED (Enacted)				FY AUTHORIZATION				FY PRESIDENT'S BUDGET				FY PRESIDENT'S BUDGET			
	End Str (a)	Work Yrs (b)	\$ Amt W/O Ret (c)	\$ Amt W Ret (d)	End Str (e)	Work Yrs (f)	\$ Amt W/O Ret (g)	\$ Amt W Ret (h)	End Str (i)	Work Yrs (j)	\$ Amt W/O Ret (k)	\$ Amt W Ret (l)	End Str (m)	Work Yrs (n)	\$ Amt W/O Ret (o)	\$ Amt W Ret (p)	End Str (q)	Work Yrs (r)	\$ Amt W/O Ret (s)	\$ Amt W Ret (t)
1. MEKCOM HQ																				
a. MILITARY																				
(1) Army																				
(2) Navy																				
(3) Marine Corps																				
(4) Air Force																				
b. CIVILIAN																				
2. SECTOR HQ																				
a. MILITARY																				
(1) Army																				
(2) Navy																				
(3) Marine Corps																				
(4) Air Force																				
b. CIVILIAN																				
3. MEPS																				
a. MILITARY NON-MED																				
(1) Army																				
(2) Navy																				
(3) Marine Corps																				
(4) Air Force																				
b. MILITARY MEDICAL																				
(1) Army																				
(2) Navy																				
(3) Marine Corps																				
(4) Air Force																				
c. CIVILIAN																				
(1) Non-med																				
(2) Medical																				

DD Form 804-7, APR 87

167/139

COMPLETION INSTRUCTIONS FOR DD FORM 804-8

A. Format 9:# "Enlistment Examining Support Costs."

For all Services, display the military and civilian personnel and support costs associated with the enlistment and examination of prospective enlistees entering the Military Services. Display support costs for physical examinations given applicants as included under Program 8M (Medical Programs) O&M Army Budget. Army, as the Executive Agent for the MEPCOM, should display work-years and compensation costs for personnel or expenditures for each of the O&M categories listed.

1. Personnel Costs. Display only work-years and compensation for personnel assigned to MEPCOM.

a. Military. Display total work-years and military pay to include retirement accrual for all military personnel assigned to MEPCOM (i.e., the summation of items A.1.a., A.2.a., and A.3.a. from Format 8).

b. Civilians. Display total work-years and compensation costs for all civilians assigned to MEPCOM (i.e., the summation of items A.1.b, A.2.b., and A.3.c. from Format 8).

2. Production Tests. Display only work-years and compensation costs associated with the mental testing of prospective enlistees for Military Service.

a. Military Examiners. Display total work-years and compensation costs for all military examiners who are under the administration and supervision of MEPCOM. Exclude Office of Personnel Management (OPM) examiners from these totals.

b. OPM Examiners. Display only total compensation costs for all OPM examiners excluding those involved in administration of student testing.

3. High School Tests. Display total work-years and compensation costs for all military and civilian personnel working for MEPCOM involved with the DoD Student Testing Program.

a. Military Examiners. Display total work-years and compensation costs for all military examiners who are under the administration and supervision of MEPCOM.

b. OPM Examiners. Display only total compensation costs for all OPM Examiners involved with the administration of the Student Testing Program.

4. Lease Costs. Display all lease costs incurred by MEPCOM to include all MEPS sites.



a. Office and Facilities. Display total facility lease costs whether or not on a reimbursable basis to Corps of Engineers or to GSA.

b. Housing. Display total leases paid for all bachelor housing whether or not it is reimbursable to Corps of Engineers.

5. Vehicle O&M Costs. Display total costs for all vehicles to include O&M expenses (i.e., fuel and maintenance.).

6. Computer Costs. Display total amounts expended on computers to include hardware and software expenditures.

7. Telecommunications Costs. Display total telecommunication expenses whether or not on a reimbursable basis to another command.

8. Test Costs. Display the total costs associated with test administration. Exclude OPM examiners costs, and other O&M costs reported under different categories (i.e., show separately in a footnote at bottom of page).

9. Other O&M Costs. Include in this classification all other O&M costs incurred by MEPCOM, but not identified in items 1. through 8.

10. MEPCOM Total. Provide a total of all MEPCOM expenditures (i.e., items 1. through 9.).

Attachment

DD Form 804-8

ENLISTMENT EXAMINING SUPPORT COSTS (Current Dollars in Thousands)										REPORT CONTROL SYMBOL DD-FM&P(SA)946			
A. COMPONENT										B. DATE PREPARED		C. FISCAL YEARS REPORTED FY ____ TO FY ____	
COST CATEGORY	FY ACTUALS		FY APPROPRIATED (Enacted)		FY AUTHORIZATION		FY PRESIDENT'S BUDGET		FY PRESIDENT'S BUDGET				
	Work Years (1)	Costs (2)	Work Years (3)	Costs (4)	Work Years (5)	Costs (6)	Work Years (7)	Costs (8)	Work Years (9)	Costs (10)			
1. PERSONNEL COSTS													
a. MILITARY													
b. CIVILIAN													
2. PRODUCTION TESTS													
a. MILITARY EXAMINERS													
b. OPM EXAMINERS													
3. HIGH SCHOOL TEST													
a. MILITARY EXAMINERS													
b. OPM EXAMINERS													
4. LEASE COSTS													
a. OFFICE FACILITIES													
b. HOUSING													
5. VEHICLES													
6. COMPUTER COSTS													
7. TELECOMMUNICATIONS													
8. TEST COSTS													
9. OTHER O & M COSTS													
10. MEPCOM TOTAL													

101/139

DD Form 804-8, APR 87